

Message Text

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ACTION EA-10

INFO OCT-01 ISO-00 EB-06 DRC-01 RSC-01 /019 W

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P R 160724Z OCT 74

FM AMEMBASSY TAIPEI

TO USDOC WASHDC PRIORITY

INFO SECSTATE WASHDC 3209

UNCLAS TAIPEI 6329

USDOC FOR OIM/SONNE

E.O. 11652: N/A

TAGS: BEXP, TW

SUBJECT: PRINTING AND GRAPHIC ARTS EQUIPMENT EXHIBITION

REF: STATE 226620

1. THE INFORMATION CONTAINS IN TAIPEI TELEGRAM 6260 10/9/74
REFERENCE SONNE-POTHUISJE TELECON 10/2/74 IS AS FOLLOWS:

2. FROM THE INFORMATION THAT THE T.C. HAS IN HAND, THE
SUBJECT SHOW IS MUCH TOO LARGE FOR THE T.C. EXHIBITION.
HALL/CONFERENCE ROOM AREA. THE T.C. THEREFORE PROPOSES
THAT THIS EXHIBITION BE HELD OFFSITE AT THE INTERNATIONAL
HOUSE IN TAIPEI.

3. THE DD COMPLETED A DETAILED SITE SURVEY OF PROPOSED
OFF-SITE AREA WHICH HAS UNOBSTRUCTED 17M X 33M GROUND FLOOR
EXHIBIT HALL. ADEQUATE UTILITY SERVICES ARE AVAILABLE.
LOCATION OF INTERNATIONAL HOUSE IS NEAR INTERSECTION
HSIN YI RD. AND HSIN SHENG SOUTH ROAD, APPROXIMATELY
TWO AND ONE HALF MILES OR 10 MINUTE DRIVE SOUTH OF T.C.
HALL IS WELL KNOWN IN TAIPEI AND EASILY ACCESSABLE BY CAR
OR PUBLIC TRANSPORTATION WITH GTZD PARKING FACILITIES.

4. T.C. REQUESTED GEORGE KOO, SHOW DESIGNER AND CONTRACTOR,
TAIPEI TO SUBMIT PROPOSAL FOR DESIGN AND CONSTRUCTION OF
EXHIBITION LAYOUT FOR SUBJECT SHOW. TENTATIVE PROPOSAL
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SUBMITTED FOR CONSTRUCTION ONLY AT US\$35,000 WHICH WAS

DISMISSED AS TOO EXPENSIVE. DD PREPARED FLOOR PLAN AC-COMMODATING 42 BOOTHS, 3X3 METERS, USING STAGE AREA AS EXHIBITORS' LOUNGE. USING T.C. AVAILABLE MERO SYSTEM CATHAY ENGINEERING AGREED TO CONSTRUCT ADDITIONAL MERO PANELS, MERO PARTS, NECESSARY FACIA PANEL LIGHTING SYSTEM INCLUDING REQUIRED ELECTRIC WIRING HARNESS AT AN ACCEPTABLE FIGURE. CONSTRUCTION WILL SUPPLEMENT T.C. PRESENT MERO INVENTORY AND CAN BE USED AT A LATER DATE FOR APPROPRIATE OFFSITE REQUIREMENTS. ADDITIONAL BUDGET REQUIRED IS \$24,000. THE FOLLOWING IS DETAIL OF COSTS:

1) MERO TYPE STEEL PARTS:

A. 185 POSTS 2500 MM	EA. 21.77 EQUAL	\$4,027.45
B. 234 CHANNELS 1000 MM	EA. 2.90 EQUAL	678.60
C. ADJUSTABLE FEET	EA. 2.03 EQUAL	375.55
TOTAL GROUP 1)		\$5,081.60

2) PANELS, LIGHT BOXES AND WIRING:

A. 117 PANELS 2500 X 1000 MM	EA. 36.28 EQUAL	\$4,244.76
B. 42 LIGHT AND FACIA BOXES	EA. 68.55 EQUAL	2,879.10
C. WIRING HARNESS FOR 42 BOOTHS		5,804.75
TOTAL GROUP 2)		\$12,928.61

3) OTHER CONSTRUCTION:

A. RECEPTION COUNTER		\$ 246.70
B. EXTERIOR SIGN		435.36
C. LOBBY & LOUNGE PAINTING		174.14
D. LABOR FOR ERECTION/DISMANTLING AND TRANSPORTATION		522.42
TOTAL GROUP 3)		\$1,378.62

4) OTHER COSTS:

A. SITE RENTAL		\$2,000.00
B. EXTRA RECEPTIONISTS & PERSONNEL		600.00
C. POWER AND TELEPHONE		1,000.00
D. EXTRA PROMOTION COSTS		1,000.00

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TOTAL GROUP 4)	\$4,600.00
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TOTAL GROUP 1), 2), 3) & 4)	\$23,988.83
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5. T.C. HAS GENUINE MERO PARTS COST QUOTATION FROM FRANKFURT FOR ITEMS LISTED IN 1) A, B & C ABOVE AT \$6,500 NOT INCLUDING FREIGHT. BY FABRICATING ADDITIONAL MERO SYSTEM PARTS IN TAIPEI, T.C. CAN SAVE APPROXIMATELY \$1,500 PLUS FREIGHT

COSTS FROM W. GERMANY. DESIGN UTILITY AND APPEARANCE OF PARTS PRODUCED IN ROC OF SAME HIGH QUALITY AS GENUINE MERO PARTS. DELIVERY IS ALSO A FACTORY AND T.C. HAS BEEN GUARANTEED TIMELY CONSTRUCTION AND DELIVERY TO MEET JANUARY EXHIBITION DEADLINE.

6. OF THE ABOVE CONSTRUCTION, GROUPS 1 AND 2) TOTALING \$18,010.21 ARE FOR A PERMANENT DEMOUNTABLE SYSTEM THAT CAN BE USED WITH OUR PRESENT MERO SYSTEM OR WILL PROVIDE A 42 BOOTHS SYSTEM FOR FUTURE OFFSITE REQUIREMENTS. THIS WOULD GIVE THE T.C. MORE FLEXIBILITY AND PROVIDE THE MEANS TO DO FUTURE OFFSITE EXHIBITIONS THROUGHOUT THE ISLAND AT MINIMUM COST.

7. RE: HORRIDGE'S SPACE ANALYSIS, OCT. 2. T.C. GRATIFIED EXCELLENT PROCUREMENT EFFORT BY DAVE AND APPRECIATE HIGH PERCENTAGE NTM. PRINTING & GRAPHIC ARTS THEME WILL GENERATE GREAT INTEREST IN ROC AND WITH THE POSITIVE RESPONSE OF U.S. MANUFACTURERS, THE SHOW SHOULD ACCOMPLISH ALL OBJECTIVE FOR USDOC. SPACE REQUIREMENT OF THE ELEVEN PARTICIPANTS (DIRECT IMAGE THRU HARRIS GROUP) LISTED IN HORRIDGE'S COMMUNICATION WILL FILL BOTH EXHIBITION HALL AND CONFERENCE ROOM AREA. THIS ASSESSMENT REACHED BY CONTACTING AGENTS OF FIRMS AND REVIEWING AVAILABLE PRODUCT CHARACTERISTICS. ALL PARTICIPANTS 1 THRU 22 PLUS AN ESTIMATED ADDITIONAL 8 FIRMS COULD BE ACCOMMODATED IN INTERNATIONAL HOUSE.

8. T.C. IS RELUCTANT TO EXPRESS APPROVAL FOR PRINTING & GRAPHIC ARTS EXHIBITION WITH ONLY 11 OF 22 CAPABLE FIRMS PARTICIPATING. POST ENDORSES T.C. RECOMMENDATION THAT OFF-SITE EXHIBITION BE STAGED AND IS AWARE OF BUDGET LIMITATIONS. REQUEST OIM EXPLORE WITH MANAGEMENT POTENTIAL OF ADDITIONAL BUDGET (\$24,000) AND ADVISE. INTERNATIONAL HOUSE RESERVED

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AT NO COST AND REQUEST RESPONSE SOONEST. T.C. REPEATS EARLIER PORTION OF TELEGRAM WHICH POINTS OUT THAT \$18,010.21 OF \$24,000 REPRESENTS REUSABLE AND PERMANENT MERO EXHIBIT SYSTEM FOR FUTURE OFFSITE EXHIBITIONS STAGED INSIDE TAIWAN BUT AWAY FROM T.C. LOCATION.
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